

CITY OF LOS ANGELES

CALIFORNIA



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August 30, 2016

The Honorable Eric Garcetti
Mayor of Los Angeles
City Hall, Room 303
Attention: Mandy Morales, Legislative Coordinator

The Honorable City Council
C/O: Office of the City Clerk
City Hall, Room 303

RE: REQUEST FOR APPROVAL TO RETROACTIVELY APPLY FOR AND ACCEPT A \$100,000 GRANT FROM THE NATIONAL ENDOWMENT FOR THE ARTS FOR THE "CELEBRATE PACOIMA" INITIATIVE

SUMMARY

The City of Los Angeles Department of Cultural Affairs (DCA) applied for and was awarded an FY16/17 National Endowment for the Arts (NEA) Our Town grant in the amount of \$100,000 for the Celebrate Pacoima initiative. Celebrate Pacoima will create an arts incubator for local artists and students, along with public cultural programming and art exhibitions to advance access to the arts and provide economic development opportunities.

The Celebrate Pacoima initiative relates to a motion dated May 10, 2016, introduced by CM FF. (CF #14-1223). In accordance with Administrative Code 14.6.B, DCA requests authority to accept these grant funds, and expend them in accordance with the recommendations above.

RECOMMENDATIONS:

The General Manager of the Department of Cultural Affairs respectfully requests that the City Council, subject to approval by the Mayor:

1. AUTHORIZE the General Manager of the Department of Cultural Affairs or designee to retroactively submit a grant application to the National Endowment for the Arts Our Town grant for the "Celebrate Pacoima" initiative;
2. AUTHORIZE the General Manager of the Department of Cultural Affairs or designee to submit all the necessary paperwork relative to the grant, subject to City Attorney approval as to form and content;
3. AUTHORIZE the Department of Cultural Affairs to accept a grant award from the National Endowment for the Arts in the amount of \$100,000;
4. AUTHORIZE the General Manager of the Department of Cultural Affairs or designee to negotiate and execute the grant award and agreement on behalf of the City and submit the required reporting relative to the grant, subject to City Attorney approval as to form and legality;
5. AUTHORIZE the Department of Cultural Affairs to receive and expend National Endowment for the Arts grant funds for activities for all eligible purposes;
6. AUTHORIZE the Controller to:

- A. ESTABLISH a new appropriation account within Fund 337, Cultural Affairs Grants, to be labeled “Celebrate Pacoima FY16/17”;
 - B. APPROPRIATE \$100,000 received from the National Endowment for the Arts into the newly established account within Fund 337, “Celebrate Pacoima FY16/17”;
7. AUTHORIZE the General Manager of the Department of Cultural Affairs or designee to prepare any Controller’s instructions needed to implement actions approved by the Council and Mayor on matters presented in or deriving from the transmittal, and/or to make necessary technical adjustments, and further, request that the Controller implement these instructions.

BACKGROUND

The NEA Our Town grant program supports creative placemaking projects that help to transform communities into lively, beautiful, and resilient places with the arts at their core. Creative placemaking is the deliberate integration of arts and culture into community revitalization work.


Celebrate Pacoima will develop a new cultural infrastructure and arts community in Pacoima. The initiative will create an arts incubator with a local Artists-in-Residence (AIR) program, and include cultural programming and exhibitions to stimulate social enterprise. Artists-in-Residence will create work that will be displayed and sold at public events. The initiative also includes arts-education mentorships between AIR and high school students. The goal of Celebrate Pacoima is to provide professional development training for local artists and creative entrepreneurs, advance economic opportunity, and increase access to cultural programming in the San Fernando Valley.

This grant requires a local non-profit partner, and Pacoima Beautiful was selected due to its demonstrated capacity to manage the program, its record of successful programming, and its familiarity with the Pacoima community. Celebrate Pacoima will be advised by the Pacoima Arts and Business Advisory Council (PABAC) on various aspects of the project. PABAC will consist of professional artists, local businesses, business development professionals, and local nonprofits and cultural centers.

The lease-holder of the arts incubator will be the Valley Economic Development Corporation. The Our Town grant requires a funding match, which will be provided through a transfer of \$400,000 in funding from General City Purposes Fund No. 100-56 to the Valley Economic Development Corporation to be the arts incubator leaseholder, as noted in CF#14-1223 S-1, which received Council approval and the Mayor’s concurrence on May 24, 2016.

FISCAL IMPACT

There is no impact to the General Fund 100.


DANIELLE BRAZELL
General Manager

c. City Administrative Officer
Chief Legislative Analyst